

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

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1. A method of providing customized wallpaper, the method comprising:
 - (a) creating digital images of basic designs for imprinting onto wallpaper;
 - (b) displaying copies of the basic designs on a medium suitable for customer viewing;
 - (c) receiving wallpaper design-customizing information from a customer, the information comprising at least one basic design selected from the copies, color scheme selected, and features personal to the customer to be added to the at least one selected basic design;
 - (d) modifying the digital image of the at least one selected basic design to include the customizing information and produce a customized design; and
 - (e) printing the customized design onto a suitable medium for decorative use.
 2. The method of Claim 1, wherein the creating comprises authoring a basic design and storing a digital image of the design in computer-readable format.
 3. The method of Claim 1, wherein the displaying of copies of the basic designs comprises displaying on paper.
 4. The method of Claim 1, wherein the displaying of copies of basic designs comprises displaying on a video display unit, the unit in electronic communication with a computer-readable memory containing stored digital images of the designs.
 5. The method of Claim 1, wherein the receiving of customizing information comprises receiving the information by electronic mail.
 6. The method of Claim 1, wherein the printing comprises:
 - (a) downloading the digital image onto a raster image processor;
 - (b) creating a mirror image of a visual design corresponding to the modified digital image on a substrate; and
 - (c) transferring the visual design onto a wallpaper substrate by heat lamination.
 7. The method of Claim 1, further comprising after printing applying a protective coating over the customized design.

8. The method of Claim 1, wherein the step of printing comprises transforming the modified digital image into a visual image, printing a reverse image of the visual image onto transfer paper, heat laminating the transfer paper image to a wallpaper substrate, applying a wet-transfer process to the combined transfer paper and wallpaper substrate, and removing the transfer paper and excess toner from the wallpaper substrate to produce a wallpaper with design printed thereon.

9. The method of Claim 1, wherein the printing of the customized design comprises printing with an ink-jet printer directly onto a wallpaper substrate.

10. A method of providing customized wallpaper, the method comprising:

(a) displaying copies of basic designs of wallpaper, comprised of contiguous decorated panels, for customer review and selection of the designs, the designs not having repeating patterns, selectable portions of the designs providing coherent subdesigns, the selectable portions comprising less than all the contiguous panels comprising the designs;

(b) permitting customers to customize selected wallpaper designs, the permitting comprising: permitting selection of a subdesign of a selected design, permitting inclusion of personal design features specified by the customer into the selected subdesign, and permitting selection of a color scheme;

(c) relaying customer selection and customization information to a source for customizing an existing digital image of the basic design, the customizing comprising incorporating selection and customization features into the digital image to produce a customized design; and

(d) providing wallpaper having the customized design printed thereon.

11. The method of Claim 10, wherein the step of displaying comprises displaying the designs on paper.

12. The method of Claim 10, wherein the displaying comprises displaying on a video display unit, the unit in electronic communication with a machine-readable memory containing stored digital images of the displayed designs.

13. The method of Claim 10, wherein the relaying of customer information comprises relaying by electronic mail.

14. The method of Claim 10, wherein the permitting of customers to customize comprises permitting a customer to select a personal feature including a personal image.

15. The method of Claim 10, wherein the permitting of customers to customize comprises permitting selection of only a central contiguous portion of a design, excluding end portions of the design.

16. The method of Claim 10, wherein the permitting of customers to customize designs comprises permitting customers to select a contiguous portion of the design, including at least one end section of the design.

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